**PERSONAL PROJECT**

**WEB DESIGN GUIDE**

**STEP 1**

Directions: Make a copy of this Google Doc in your own Google Drive or download it as a word document, complete the questions, and share the link or file in the Moodle assignment when you're finished. Due Saturday.

| **Step 1: Goal Identification** | |
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| * know what you're building   + purpose of website   + identify target audience   + research similar or competing sites to compare features, get ideas, and see what you want to do differently or better | |
| Directions: Think of at least 3 ideas for your personal project. Answer the three questions for each website idea in the empty box to the right where it says "Your answer here:" | |
| ↓ **QUESTIONS** ↓ | ↓ **YOUR ANSWERS** ↓ |
| **IDEA 1**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | Your answers here:   * Task Management and Tracking   One stop for everything (e.g. workout challenges, bucket list, gym plan, project progress, accomplishments, milestones)   * Students and working professionals. Age group will be mainly in 20s or 30s because they are relatively earlier in their career and this is something that will help them get organized. * <https://www.any.do/>   <https://ticktick.com/?language=en_US> |
| **IDEA 2**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | Your answers here:   * Trails Condition Page that gives people incentives to share (if you contributed more than 50 trails, you will be on the ranking page and website will show top 3 people’s profiles). Also allows a quick pull from different websites (New England Trail Conditions, Google Review, Facebook, Alltrails) * Hikers. All age in Massachusetts especially. * <https://newenglandtrailconditions.com/>   <https://www.alltrails.com/> |
| **IDEA 3**   * What is the purpose of this site? * Who is the audience for your site? What age and demographic information would describe a typical user? * What sites already exist that are similar to your vision in terms of purpose, functionality, and/or look & feel? List at least 2 URLs. | Your answers here:   * Pick your task/movie/drink/menu   Below is an example of how Obsidian Graph looks. You can create a database to pick from..     * Everyone, especially students and working professionals. Age group will be mainly in 20s or 30s because they are relatively earlier in their career and this is something that will help them get organized. * None that I am aware of |

If you have time and would like to experiment with building color palettes to go with each project idea, feel free to use the free tools from [this resource](https://docs.google.com/document/d/19gRKLcqczA-2FlZ9dt5Njz8kFCLf-1fV4mn_fLqRr3E/edit?usp=sharing) or any other tools you find useful.